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**FOR IMMEDIATE RELEASE**

### **BARBADOS NAMED CARIBBEAN LUXURY DESTINATION OF 2017**

Of all the destinations in the Caribbean, Barbados stands tall as the most luxurious. That was the finding of the 2017 Caribbean Travel Awards.

Alexander Britell, Editor-in-Chief and Founder of the Caribbean Journal, officially presented the Barbados delegation with the prestigious Luxury Destination of the Year award, at the recently concluded Caribbean Week in New York City.

Speaking on the accolade, Britell commended Barbados on its diversity within the luxury travel segment. "From the new outpost of Nikki Beach to a transformation at The House, the island of Barbados continues to set a standard for luxury in the Caribbean, building on a foundation that includes everything from the world-famous Sandy Lane to one of the Caribbean capitals of fine dining," he said.

Caribbean Journal is the global leader in covering Caribbean travel and trade news - from new flights to luxury resorts to secret vacation escapes. The annual Caribbean Travel Awards celebrates

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the best in Caribbean travel, as chosen by the editorial team of the world's leading Caribbean travel publication.

CEO of the Barbados Tourism Marketing Inc. (BTMI), William 'Billy' Griffith, said he was thrilled by the destination's second award in just a few months. "Earlier this year at ITB Berlin, Barbados was awarded the number one spot in the World category on the 2017 Destination Satisfaction Index; that was very exciting for us, and now to be awarded with the Luxury Destination of the Year on top of that just a few months later, really demonstrates the distinction of the Barbados tourism product around the world."

Griffith was speaking at the Caribbean Media Marketplace during the Caribbean Tourism Organisation's (CTO) Caribbean Week, where the Barbados delegation, led by Permanent Secretary in the Ministry of Tourism and International Transport, Donna Cadogan, was sharing all of the new on-island developments with international media.

"As always, Caribbean Week gives us the opportunity to meet with other tourism industry comrades and hear about the global trends that offer potential for our region," Griffith said. "Particularly of interest was the presentation by Sallie Fraenkel, whose insights on the expectations of wellness travellers were both engaging and enlightening. Barbados will certainly be looking to capitalize on the growing interest in the wellness tourism niche, which according to Fraenkel's statistics has grown to become a \$500 billion industry."

Also in winner's row was the BTMI's senior business development officer, Eusi Skeete, who took home the Jerry Award at Thursday night's Caribbean Tourism Industry Awards Dinner and Fashion Show. The Jerry Award was conceived in 1997 in memory of the late Jerry Magit who represented the Allied members on the Caribbean Tourism Organisation Board of Directors. It recognises an individual who has demonstrated a passion for the development of the region and has dedicated time, energy, financial, and other personal and professional resources to its development.

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### **About Barbados**

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travelers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2011. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S. cities, making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit [www.visitbarbados.org](http://www.visitbarbados.org), follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.